



Virginia Green Events



Profile: Live Nation/Beachevents Division



Monsters on the Beach Virginia Beach, Virginia

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green Events** have been thoughtfully planned and designed to minimize the event's impacts on the environment. This event has met the established "core activities" for *Green Events* and has committed to communicate its activities to its participants. Below is a list of this event's "green" activities that participants can expect.

XI Monsters on the Beach

Virginia Green Activities. When participating in XI Monsters on the Beach, you can expect the following practices:

CORE ACTIVITIES for Green Events

- ☒ **Recycling.** Events must provide recycling for its participants. Recycling should be highly visible and made available to the public with clear signage
 - Recycle: Aluminum Cans, Plastic Bottles, Glass Bottles, Paper, Cardboard
- ☒ **No Styrofoam.** Events should eliminate the use of Styrofoam cups and plates. If you must use disposables, use products that are bio-based, paper, or recyclable. - Hot liquids are served in paper-based products
 - All contracts state "no Styrofoam products will be sold" and suggest all cups and plates be recyclable
- ☒ **Printed Materials.** Recycled-content, soy-based inks, and 2-sided copies -- and quantities should be minimized whenever possible!
 - Electronic registration, correspondence and forms.
 - Electronic newsletter
 - Print brochures and other printed items on recycled content paper with 2-sided copying
 - Soy-based and additional considerations planned for 2009.
- ☒ **Waste Reduction.** Event planners should make a general commitment to reduce the amount of waste generated by their event.
 - Encouraging exhibitors and vendors to minimize wastes and provide for recycling of boxes and other set up wastes.
 - Encourage the use of mass-transit and/or carpooling to your event, including trolley use
- ☒ **Green Signage.** Event planners must commit to **tell their participants about how green** the event is. Event signage should include the Virginia Green logo and list all "green activities" practiced in the planning and operation of the event.
 - Posted web-link to the Virginia Green Events webpage.

- Created a green event section on your event's webpage highlighting green activities.
- Posted signs at registration which lists all of your green activities.
- Used the Virginia Green logo on signs and at recycling centers

☒ **Your Green Statement.** We are absolutely committed to the "Greening" of every event that we are involved in. We recognize that we have an obligation, as the City's event contractor, to show by example that we are in lockstep not only with the policies of the City of Virginia Beach, but with the continuing efforts of Live Nation, our company, with the goal of having the least amount of negative impact on the environment today as well as to continue to bring environmentally friendly procedures to all the events we produce that will insure better and "greener" patron experiences in the future. We are committed to the goal that all Live Nation events produced under the banner of the Beachevents Programs will be certified as green events. For this particular event, every effort is being made by the monster truck teams to minimize fuel spillage or fuel waste. Live Nation Motor Sports has a system of recycling used motor oil. Live Nation endeavors to minimize the over the road travel that the truck carriers need to go by creating regional hubs. Most of the monster trucks used in this event are based near Nags Head N.C. which is less than 100 miles from Virginia Beach.

For more information on Monsters on the Beach please go to www.beachstreetUSA.com.

For more information on *Virginia Green* program, see www.deq.virginia.gov/p2/viriniagreen. Click on "Events" for a more of green events.



Virginia Green is a partnership supported by the Virginia Department of Environmental Quality, the Virginia Hospitality & Tourism Association, and the Virginia Tourism Corporation.

